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FEATURING THE LARGEST ASSORTMENT  
AND LARGEST SUPPLY OF  
COMMERCIAL CUT FLOWER DAHLIAS  
AVAILABLE IN THE COUNTRY!!



# FLOWER BULBS ROOTS AND PLANTS



Wholesale List

**Spring 1953**

FOR TERMS OF SALE  
SEE PAGE 14

SEE PAGES  
17 - 18 - 19  
For Fast Selling  
Line of  
Attractive  
Bulb  
Packages

## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK

Phone SYosset 6-1197—Day and Night Service

WE ARE HEADQUARTERS FOR THE FINEST COMMERCIAL CUT-FLOWER

# DAHLIAS

To continue our position as a leading supplier of Commercial Dahlias, we constantly strive to improve our list by taking on newer kinds as their value is demonstrated and discarding older varieties that have become obsolete. You can make your selection from our long list with every assurance that you will be getting the very finest that is available.

This year we offer a wide range of varieties in the very popular Claret-type, and all are available at very reasonable prices.

The letters behind each variety designate: (FD) Informal Decorative (ED) Extra Decorative (S) Show (M) Miniature

## LARGE FLOWERING KINDS

Strong  
Divisions  
EACH

**AVALON.** (FD) Beautiful near yellow. Old favorite for commercial use. Flavors old weather. Very popular. ..... \$ .12

**BERGER'S MASTERPIECE.** (S) The outstanding two color variety for the plantings. Colors soft lavender pink with a yellow base. Narrow pointed flowers come profusely on tall, well branched bushes. ..... .30

**BRONZE BALL.** (BALL) Sturdy medium size solid bronze flower. A favorite in the New York cut flower market. .... .12

**BONNIE BLUE.** (BALL) Ball type lavender blue Dahlia. The tall bushes bear long stem flowers in great abundance. .... .10

**CLARA CLEMENS.** (BALL) Very striking bicolor. Medium size red flowers with white tips. Excellent commercial variety. .... .25

**COMMANDO.** (FD) An excellent deep lavender garden variety. Produces many flowers on tall healthy bushes. .... .20

**CROWN OF GOLD.** (SHOW) A striking combination of yellow and tipped bright red. Many flowers on medium size bushes. An excellent autumn Dahlia. .... .20

**D DAY.** (FD) Solid colored true pink commercial. Medium size flowers of great abundance. .... .20

**DEEP VELVET.** (FD) Many large deep purple flowers on tall vigorous growing bushes. Excellent. .... .60

**DEUIL DU ROI ALBERT.** (FD) The favorite florist bicolor. Flowers are violet purple with white tips. Free flowering and very striking. .... .25

**DIXIE WINE DOT.** (FD) An attractive variegated Dahlia. White wavy petals suffused, flecked and dotted rose magenta. .... .60

**FIVE STAR GENERAL.** (FD) Very large light amaranth pink with tips of soft maize yellow. Sturdy bush with real stiff stems. .... .60

**FRANCIS LA ROCCO.** (Improved) (FD) An improved strain of Francis La Rocco. Flowers are deeper yellow and their keeping quality is considerably better. .... .18

**GALLANT FOX.** (FD) A leading commercial red that should be included in every Dahlia planting. One of the few Dahlias that can be successfully marketed in the hottest weather. .... .10

**GOLDEN ECLIPSE.** (FD) An old favorite and still hard to beat in this color. Golden yellow shading to warm salmon. Late season. .... .15

DEUIL DU ROI ALBERT — The Leading Florists' Bicolor



D DAY — Fine Decorative Pink

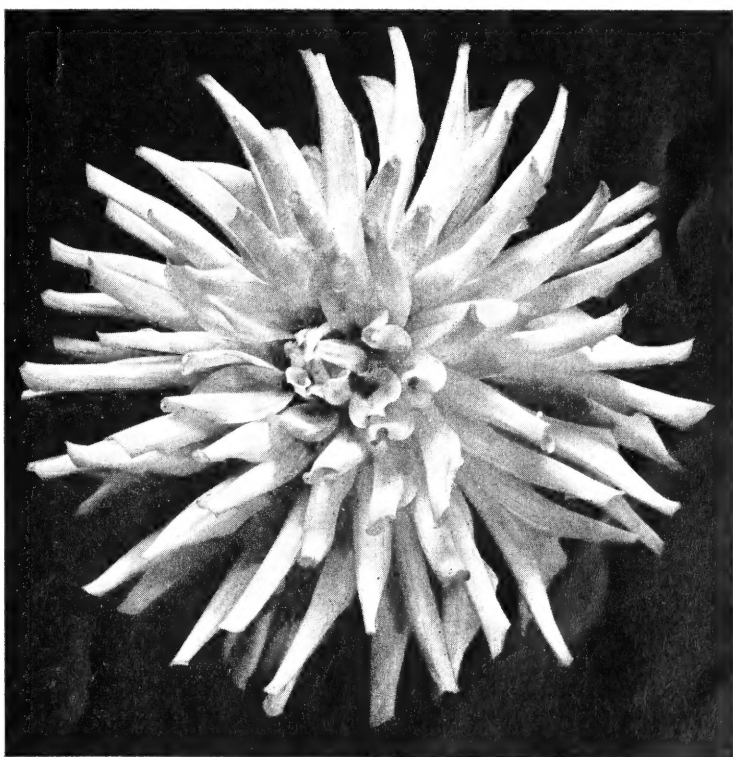
Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 14.

# DAHLIAS Large Flowering Varieties – Continued

	Strong Divisions EACH
<b>HOEK'S GLORY.</b> (C) Excellent cut flower cactus. The lilac color blooms are borne in profusion on tall wiry stems. Sport of Berger's Masterpiece. ....	\$ .30
<b>JAMES KIRBY.</b> (ID) Stock of this excellent scarlet Dahlia is again available. Fine commercial cut flower and a garden beauty as well. ....	.25
<b>JANE COWL.</b> (ID) Large shaggy flower of copper and gold. While not a commercial cut flower, this old favorite is still one of the most popular favorites for garden use. ....	.25
<b>JANE LAUSCHE.</b> (SC) An outstanding bicolor of soft mallow purple with white tips. Very large and beautiful. ....	.60
<b>JEAN KERR.</b> (FD) The most popular white with commercial cut flower growers. The exceptional keeping quality of the medium size flowers make them ideally suited for floral work. ....	.10
<b>JERSEY'S BEAUTY.</b> (FD) We have an extensive planting of this leading commercial pink. The stock we offer is carefully rogued and selected. ....	.12
<b>KELVIN.</b> (ID) Massive Dahlia of Tyrian pink suffused gold Stocky bush. Large foliage and heavy stem. ....	.50
<b>KENTUCKY.</b> (FD) This beautiful orange sport of Jersey Beauty, in addition to being a leading commercial variety, is also an excellent garden Dahlia. ....	.20
<b>KIRSTEN FLAGSTAD.</b> (FD) An enormous early variety of golden apricot on good, long stiff stems. ....	.50
<b>KISS ME.</b> (ID) Our's is a select strain of this favorite florists bicolor. Medium sized flowers of red and white borne in great abundance. ....	.15
<b>LADY IN RED.</b> (C) Bright red cactus. Tall, healthy grower. Excellent cut flower. ....	.30
<b>LAKE SIDE BEAUTY.</b> (FD) Pink with a cream center. Excellent commercial. Good keeper and fine grower. ....	.25
<b>LAVENDER JEWEL.</b> (FD) An excellent lavender pink commercial cut flower. Flowers slightly larger than Jean Kerr are borne in profusion from midsummer till frost. A must for florists. ....	.20
<b>LE TOREADOR.</b> (FD) A red commercial variety in the low price range. Medium size flat flowers of glowing deep red borne on strong, medium length stems. ....	.12
<b>MAFFIE.</b> (SC) Very large intense carmine. A most spectacular exhibition Dahlia. Bush growth and foliage exceptionally heavy. ....	.40
<b>MICHIGAN WHITE.</b> (SC) Extra fine commercial variety. Many perfectly shaped white flowers borne on long, strong stems. ....	.25
<b>MISS BELGIUM.</b> (C) Medium size flowers of burnt orange borne on long, wiry stems. Early and continuous flowering cactus. ....	.25
<b>MISS LIBERTY.</b> (FD) A very spectacular large red tipped white. ....	.50
<b>MRS. A. E. WHEELER.</b> (FD) Royal purple garden Dahlia. Still one of the finest in this color. ....	.20
<b>MRS. GEORGE LE BOUTILLIER.</b> (FD) Rich velvety carmine produces giant flowers on long stems. Good garden variety.....	.18
<b>MRS. HESTER A. PAPE.</b> (ID) Huge reddish purple flowers on tall strong plants. Excellent garden variety and consistent show winner. ....	.60
<b>MRS. I. DE VER WARNER.</b> (FD) While too soft for commercial use, this old favorite orchid lavender is a must in every garden collection. ....	.20



A typical formal decorative variety designated in our list by the letters (FD) after the name.



MRS. VAN IERSEL

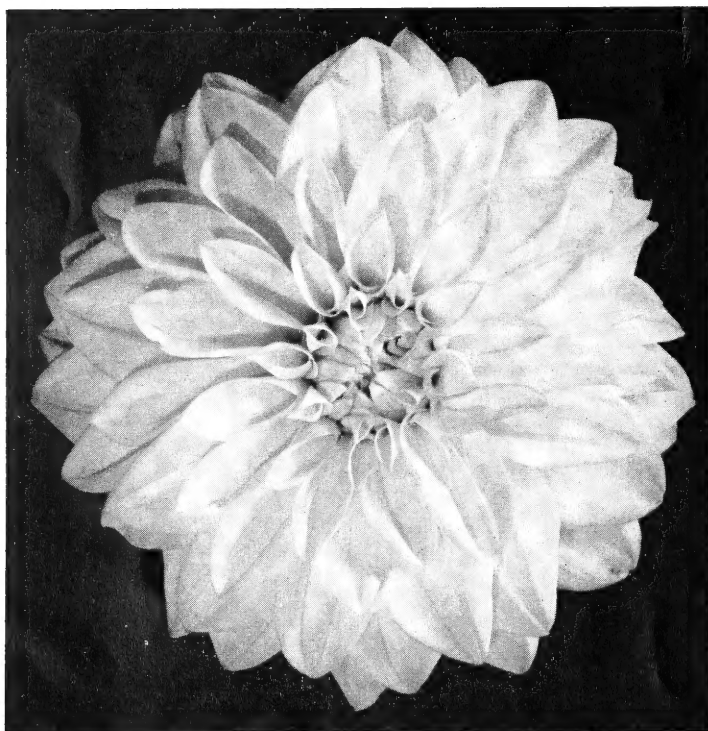
See Page 18 For Fast Selling Line of Dahlia Packages.



# DAHLIAS Large Flowering Varieties – Continued



A typical informal decorative variety designated by the letters (ID) after the name.



**PURITY (ISLIP)**  
A New and Outstanding White Commercial

	Strong Divisions EACH
<b>MRS. JAMES ALBIN.</b> (FD) Soft lemon yellow. Strong bush and excellent foliage. Excellent cut flower. ....	\$ .15
<b>MRS. VAN IERSEL.</b> (C) Large pure white commercial cactus. Flowers produced in great abundance on tall, vigorous plants....	.30
<b>NANCY ANN MITCHELL.</b> (C) Vivid scarlet. Early and excellent growth habits. ....	.35
<b>NEW LOOK.</b> (SC) Very large bright yellow flower. Tall, healthy growing bush. Produces many flowers on long, stiff stems. Excellent. ....	.50
<b>NEW YORK MARKET.</b> (FD) Long Island introduction. Flowers of white shaded lavender are profusely borne on tall, strong stems. ....	.15
<b>OAKLEIGH CHAMPION.</b> (C) Blend of burnt orange and soft pink with yellow shadings. New and outstanding cactus. ....	.30
<b>OGDEN REID.</b> (ID) Tremendous rose-pink flowers borne in profusion on vigorous bush. A beautiful garden Dahlia. ....	.25
<b>PURITY (ISLIP).</b> (FD) Here is our answer to the white commercial cut flower. Tall, healthy bushes bearing medium sized pure white flowers in great abundance. We recommend this variety to all Dahlia growers. ....	.25
<b>RED EMPEROR.</b> (C) Color is bright red. Many flowers on tall wiry stems. ....	.30
<b>RED JERSEY.</b> (FD) While not a sport of Jersey Beauty, this excellent commercial red does have the same habits of growth. Good form, color and stem. Late. ....	.12
<b>ROSE GLORY.</b> (FD) Growth habits similar to Mrs. I. de ver Warner. Flowers are a sturdy deep rose-pink. ....	.15
<b>SANHICAN'S BLUE BIRD.</b> (ID) A very pleasing shade of lavender. Profuse and reliable. ....	.15
<b>SCARLET LEADER.</b> (C) Bright scarlet cactus. The perfectly shaped flowers hold their color in the brightest sunlight. Excellent cut flower. ....	.30
<b>SHERWOOD PEACH.</b> (ID) An enormous garden Dahlia. Coppery orange blooms of great depth are borne on tall, cane like stems. Late. ....	.20
<b>SKYROCKET.</b> (SC) A large semi-cactus flower of brightest scarlet. ....	.50
<b>SUPT. AMHRYN.</b> (BALL) Free blooming rose-pink. Excellent cut flower. ....	.15
<b>THE COMMODORE.</b> (ID) Color is bright lemon yellow. Flowers held high above foliage on long, stiff stems. Very profuse. ....	.12
<b>THE REAL GLORY.</b> (FD) Enormous pure white. Consistent show winner. Perfect garden variety. ....	.60
<b>VICTORY.</b> (FD) The color is rose pink suffused gold. Very beautiful garden Dahlia and excellent cut flower as well. ....	.20
<b>VITALITY.</b> (FD) One of the finest formal yellow varieties. Tall and prolific. A must for commercial growers. ....	.25
<b>WATCHUNG GIANT.</b> (ID) A huge yellow gold variety that is a constant performer for garden use. Fine form and substance on good stems. ....	.12
<b>WHITE KING.</b> (FD) Still one of the leading pure whites with commercial growers. The flowers are of perfect form and substance on good stems. ....	.15
<b>YELLOW SPECIAL.</b> (C) Uniform deep intense yellow. Its exceptional keeping quality merits its addition to any Dahlia planting. ....	.30

Collection of ten named varieties of Cactus Dahlias which comprise the whole color range. Each root labeled.

1 ea. of 10 varieties for \$ 3.00

10 ea. of 10 varieties for 27.50

# MINIATURE DAHLIAS

Miniature Dahlias are small forms of the large flowering types and they average 3" to 4" in diameter. Most of the varieties are extremely free flowering and can be grown without disbudding. Their size and gracefulness make them ideal for many uses. Our list of varieties has been carefully selected to provide the best in each color and type.

	Strong Divisions Each
<b>ANIMOTO.</b> A miniature cactus of beautiful clear pink. ....	\$ .20
<b>ANITA.</b> One of the finest pure white formal miniatures. ....	.15
<b>BABY HALE.</b> Fine bronze. Excellent cut flower. ....	.15
<b>BABY SAGAMORE.</b> Autumn shade of amber yellow. Sturdy grower.....	.15
<b>BISHOP OF LLANSDAFF.</b> Attractive bright scarlet flower with bronze foliage .....	.15
<b>CHANA.</b> A new and beautiful deep rose miniature cactus. ....	.20
<b>CORALETTE.</b> Clear coral. Excellent cut flower. ....	.20
<b>CORINNA.</b> Canary yellow. Formal decorative. ....	.15
<b>FAIRY.</b> Old Favorite pink. The miniature Jersey's Beauty. ....	.12
<b>GRENADIER.</b> Double orange red flowers with beet red foliage. ....	.20
<b>GRUPPENSTOLZE.</b> Light crimson, purple and rose. Very attractive. ....	.20
<b>IKE.</b> Rich red. Very profuse. Fine cut flower. ....	.12
<b>LILY BELLE.</b> Apple blossom pink. Many flowers on tall bush. ....	.15
<b>LITTLE ROSEATA.</b> One of the best cut flower miniatures. Soft pink. Long stems. ....	.15
<b>MARSHALL'S GLORIA.</b> Red and white bicolor. Single. ....	.15
<b>NEW ROSEATA.</b> The improved Little Roseata. The color is deep pink. ....	.20
<b>PEGGY LINDLEY.</b> Clear golden orange on long graceful stem. Excellent keeper. ....	.15
<b>ROXANA.</b> A deep royal purple variety. The finest in its color. ....	.20
<b>TARGET.</b> Miniature semi-cactus. Fine autumnal shade of bronze-yellow. ....	.15
<b>WHITE FAWN.</b> Without doubt the finest decorative white variety. Extremely free flowering. ....	.10



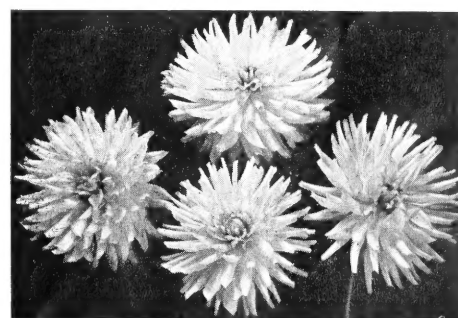
BISHOP OF LLANSDAFF



IKE



LILY BELL



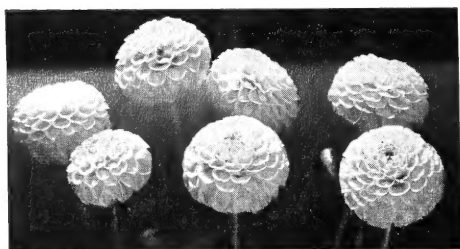
A TYPICAL MINIATURE CACTUS

See Page 18 for Miniature and Pompon Dahlias in Attractive Packages.

# POMPON DAHLIAS

For years we have made a specialty of Pompon Dahlias and, by selecting the finest varieties available in each color and offering them at most reasonable prices, we have done much to encourage their more general use.

You can select from this list with the assurance that you are getting the leading variety in each color.



JOE FETTE



MARY MUNNS



MORNING MIST



ROTHOUT

	Strong Divisions Each
<b>AMBER GLOW.</b> Beautiful blend of coral and gold. ....	\$ .12
<b>AMBER QUEEN.</b> Solid amber color. Beautiful shade. Flowers larger than average. ....	.10
<b>BETTE ANNE.</b> A nice little soft pink variety. ....	.20
<b>BRONZE BEAUTY.</b> Bronze and old gold. Good commercial cut flower variety. ....	.10
<b>CATHERINE.</b> Large bright yellow. Petals somewhat coarse but flowers are sturdy. ....	.10
<b>CARDINAL.</b> Free flowering bright red. ....	.15
<b>EDITH MUELLER.</b> A beautiful two-toned variety of golden-orange at base and salmon red at petal tips. Very fine. ....	.12
<b>JOE FETTE.</b> Medium size white flowers on low growing bush. Leading white variety. ....	.12
<b>JOHNNY PEPPIN.</b> Dark red variety. Attractive flower. Strong stem.....	.15
<b>LITTLE ELK.</b> A rich shade of bronze. ....	.12
<b>LITTLE HERMAN.</b> A red and white pompon - perfect form and shape. ....	.10
<b>LITTLE SNOW WHITE.</b> The finest white pompon. Highly recommended. ....	.18
<b>MARY MUNNS.</b> Fine lavender variety that is considered the very best among some florists. Good producer. ....	.10
<b>MISS ALMA.</b> Lavender and white. A pretty combination. ....	.15
<b>MORNING MIST.</b> A fine florist's variety. Color is rosy-lavender overlay on white base. ....	.10
<b>ROSA WILMOTH.</b> Deep rose-pink. Medium size. ....	.15
<b>ROTHOUT.</b> Deep scarlet and a favorite in this color. Long, strong stem....	.15
<b>SHERRY.</b> Beautiful shade of petunia purple. ....	.15
<b>YELLOW GEM.</b> Creamy yellow and considered best in this color. ....	.15
<b>YOULETTE.</b> Light bronzy yellow. ....	.15

REMEMBER! You May Deduct 5% For Cash With Order. See Terms of Sale, Page 14.



# GROWING DAHLIAS FOR CUT FLOWERS

Any good farm or garden soil will produce a satisfactory Dahlia crop. Select an exposed, sunny location free from tree roots. Dahlias make a lot of growth throughout the season and therefore require a lot of feed. We suggest one ton of good potato fertilizer to the acre, broadcast and disced in before planting, followed by one or two applications through the season of 500 lbs. per acre. Dahlias also want moisture but they must be planted on soil that is well drained. Any rain that submerges any part of the plant or root for more than a few hours can prove fatal. To maintain the plants in a good growing condition they should be irrigated on dry soils when the rainfall is less than 1" per week.

The planting season depends on climactic conditions. The roots will start to grow as soon as the soil is warm in the spring but subsequent plantings can be made as late as June. Do not, however, plant on very hot days for a soil temperature above 70° may cook the tubers.

Planting is simplified by opening straight furrows six inches deep and three feet apart. Place the tubers horizontally in the direction of the furrow, eyes-up, all facing the same way. Space large flower varieties 2 feet apart and the miniature and pompon kinds about 18". Cover with about two inches of soil and depend on subsequent cultivation when the plants are up to fill the depression or even ridge them after they are a foot tall.

With the plants in straight rows hand cultivation is reduced to a minimum. After the plants are a foot tall cultivate not more than two inches deep every week or as often as necessary to eliminate weeds and maintain a dust mulch.

Staking and tying the plants is desirable with small plantings. It is, however, quite costly and therefore not generally practiced by commercial growers who prefer straightening the plants after rain and wind storms.

Large-flowered Dahlias require systematic pruning to produce good flowers on long stems. When the plants have formed their second pair of full-sized leaves, cut out the center shoot just above the crotch of the upper pair. (See illustration.) Soon after the first pruning four laterals will be growing from the axil of the four leaves.

Before the next pruning step is taken the grower must decide on the number of flowers wanted per plant. The greater their number, the smaller the size. For four flowers of the largest size remove all further side shoots as they appear. If eight flowers are the goal per plant the four laterals are cut back just above their first pair of leaves. This will cause the growth of two secondary laterals from each. The number of flowers could be doubled by treating the secondary laterals in the same way as the primary ones.

All Dahlias form more than one flowerbud at the end of each branch. With large flowering varieties only one should be permitted to remain. The center one usually is chosen because it is the first to open and also the strongest. Pinch out all others. With miniature and pompon varieties these side buds can remain and make additional flowers.

## INSECTS AND DISEASES

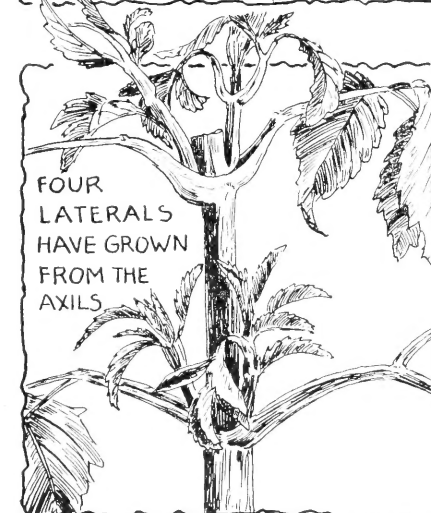
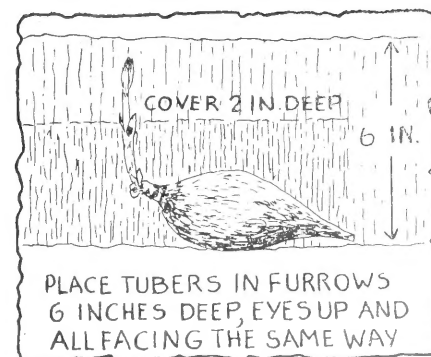
In most sections the Dahlia leafhopper is the worst pest with thrips a close second. Both are sucking pests easily controlled by keeping the plants covered with DDT. One pound wettable 50% DDT powder to 100 gallons of water together with a good sticker-spreader will give nearly perfect control if applied as a fine, forceful spray which will settle on all parts of the plants. This material also takes care of the corn borer and tarnishing plant bug.

While most growers can identify thrips readily, the Dahlia leafhopper, which is also called Potato and Apple leafhopper when found on these plants, is less familiar to many despite its rating as the number one enemy. They rest on the underside of the leaves and when disturbed the young ones move quickly, often with a characteristic side motion which suggests skidding, in order to reach the other side of the upturned leaf. In their winged adult stage they will disperse from disturbed plants like a miniature cloud of dust if the infestation is severe. The sucking causes the leaves to curl and buckle, and they also become discolored.

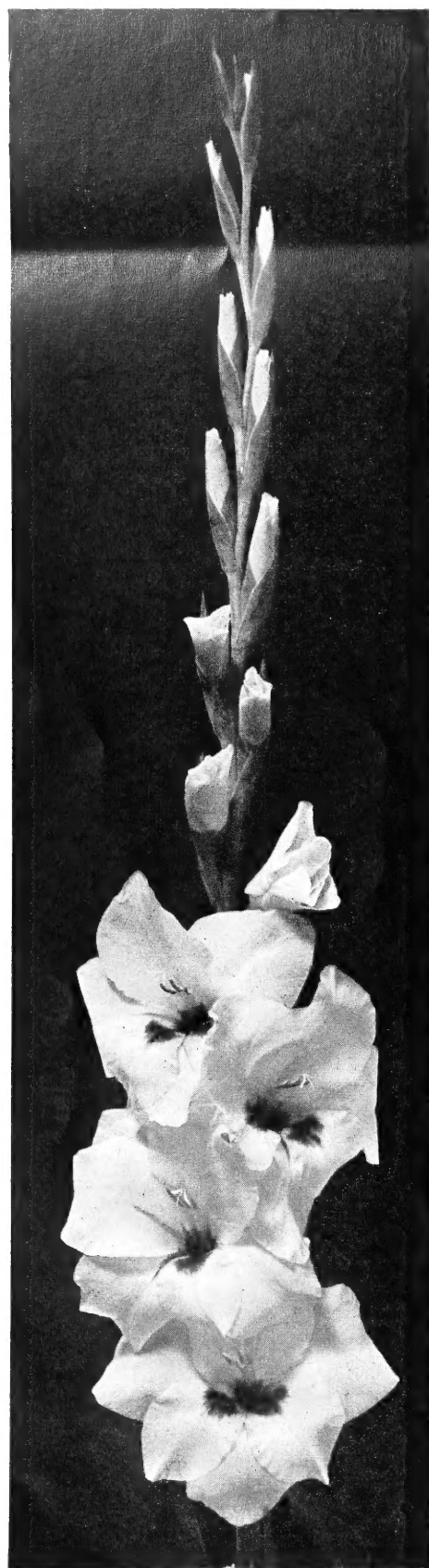
Both the Dahlia leafhopper and thrips carry virus diseases and their prompt destruction all through the growing season offers the only effective means of keeping the plants free, or nearly so, from these damaging diseases.

There is no known cure for virus diseased plants. These are quickly recognized by the stunted, off-color appearance. They should be pulled out and destroyed.

Flowers should be cut preferably in early morning. Remove all foliage from the part of the stem which will be under water as it will turn black and start decay very quickly. Short-stemmed varieties will keep in good condition if sprinkled with water and kept between layers of wet cloth or paper; others should be plunged deeply in cold water. Flowers which fail to revive promptly can be restored by making a slanting cut of the stem **under water**.



# GLADIOLUS Finest Quality — Our Own Long Island Grown



**SALMANS GLORY**

	Per	No. 1	No. 2	No. 3
<b>BENJAMIN BRITTON.</b> Very large clear magenta. Excellent cut flower even in the hottest weather. ....	100 1000	\$4.50 35.00	\$3.50 28.00	\$3.00 22.00
<b>BOULOGNE.</b> Dark reddish rose. Opens well from bud. Strong grower and heavy propagator. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>BURMA.</b> Heavily ruffled very deep rose. Enormous florets on medium height plant. Very strong grower. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>CHAMOUNY.</b> Distinct and very beautiful shade of cerise-rose with a silver line around the edge of each petal. Tall spike. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>DAISY MAE.</b> Beautiful orange pink with cherry throat blotch. Excellent commercial. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>DIEPPE.</b> Dark salmon red with a darker blotch. Garden favorite as well as an excellent commercial cut flower. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>DR. FLEMING.</b> Bright pink with large white blotch. Heavily ruffled. Outstanding Gladiolus. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>EARLY ROSE.</b> An old favorite early commercial. Distinct shade of rose shading to darker rose on lower petals. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>ELIZABETH THE QUEEN.</b> Very beautiful lavender with large ruffled florets. Long, heavy flower spike on medium length stem. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>ETHEL CAVE COLE.</b> Flecked light pink shading to a creamy throat. Popular commercial cut flower. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>FLORENCE NIGHTINGALE.</b> A leading white commercial. Tall, straight grower with many florets nicely placed. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>GENGHIS KAHN.</b> Heavily ruffled medium light pink. Many good size blooms on medium height plant. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>GOLD DUST.</b> Deep yellow. Early. Still one of the leading yellow commercial varieties. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>HANS VON MEEGEREN.</b> Very bright clear deep yellow. A consistently good performer. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate

# GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3
<b>HIGH FINANCE.</b> Smoky light orange gray with cream throat. A leading smoky for both garden and cut flower use. ....	100 1000	\$5.00 40.00	\$4.00 32.00	\$3.50 26.00
<b>JUNE BELLS.</b> Very pure white with large well placed florets. A favorite in the cut flower market. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>KESTREL.</b> Light salmon orange with creamy throat. Many florets on extra tall, straight spike. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>LADY JANE.</b> Clear cream with yellow lip petals. Excellent placement. Consistent performer. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>LAVENDER PRINCE.</b> A distinct shade of lavender mauve. Many florets on exceptionally tall spike. One of the best commercial lavenders. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>LEEUWENHORST.</b> Very fine hydrangea pink. Enormous florets on tall heavy spike. A vigorous commercial. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>MANSOER.</b> Blood red with a brown glow. Large florets on tall slender spike. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>MARGARET FULTON.</b> This old variety is still in demand. Deep salmon florets on medium height stem. ....	100 1000	3.00 25.00	2.50 20.00	2.00 16.00
<b>MORNING KISS.</b> Clear white with faint markings on throat. Tall and consistent commercial white. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>MONTPELIER.</b> A very tall growing clear pink. The many florets are well placed and open well from bud. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>PANDORA.</b> Clear soft geranium pink. Perfectly placed medium size florets. A favorite in the cut flower market. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>PAUL RUBENS.</b> Large spike of deep violet florets. Excellent garden and commercial Gladiolus. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>PICARDY.</b> Our stock of this most popular coral pink variety is carefully rogued and selected each season. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>PUCCINI.</b> An unusual shade of bright and clear light violet. A most attractive garden variety as well as a successful commercial. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>RAVEL.</b> Large florets are violet blue and exceptionally tall spikes. Excellent commercial cut flower. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00



VALERIA

Most Dependable Red Variety

Gladiolus Continued on Next Page



**SPOTLIGHT**

See Page 17 For Our Attractive  
Line of Packaged Gladiolus

## GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3
<b>RED CHARM.</b> Medium red. Many well placed blooms on tall straight stem. Does well everywhere. ....	100 1000	\$4.50 35.00	\$3.50 28.00	\$3.00 22.00
<b>ROSA VAN LIMA.</b> Light rose with a few darker lines on the throat. Good commercial value. ....	100 1000	3.25 28.00	3.00 22.50	2.50 18.00
<b>SALMAN'S GLORY.</b> Creamy yellow with a striking blotch of carmine. Large wide open florets. Excellent. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>SALUTATION.</b> Clear light pink wth small dark spot in the throat. Ruffled florets. Early....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>SNOW PRINCESS.</b> One of the leading commercial Gladiolus. Creamy white shading to pure white. ....	100 1000	3.00 25.00	2.50 20.00	2.00 16.00
<b>SPIC &amp; SPAN.</b> An outstanding deep ruffled pink. Many well placed florets which open well in the hottest weather. Tall heavy spike. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>SPOTLIGHT.</b> Pure yellow with a striking scarlet marking in throat. Nicely arranged florets on long stems. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>TIVOLI.</b> Beautiful soft rose. Considered the leading commercial in many sections. Tall and consistent. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>UHU.</b> Lobster red with lilac stripes. An exceptionally fine variety for cut flower and garden use. ....	100 1000	5.00 40.00	4.00 32.00	3.50 26.00
<b>VALERIA.</b> One of the leading commercial reds. Well placed light scarlet flowers perfectly placed on tall straight stems. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00
<b>VULCAN.</b> A magenta purple that is a garden favorite. Many well placed florets on tall straight stem. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00

## GLADIOLUS MIXTURES

	Per	No. 1	No. 2	No. 3
<b>STANDARD MIXTURE.</b> A well balanced assortment of colors is represented in this fine mixture. ....	100 1000	\$3.50 30.00	\$3.00 24.00	\$2.50 20.00
<b>EXHIBITION MIXTURE.</b> Contains only the large flowering types in the better varieties. Wide range of color. ....	100 1000	4.50 35.00	3.50 28.00	3.00 22.00
<b>OVERSIZE MIXTURE.</b> Large bulbs measuring 2" and over ....	100 1000	4.50 35.00		

## BEGONIAS – Tuberous-rooted

No other bulbous subject has increased in popularity over the past few years so much as these Begonias. They make a very useful and beautiful pot plant for early spring but they serve their best purpose when grown outdoors—for here they provide a continuous feast of beauty until cut down by frost.

### Double Camellia

ORANGE	}	<b>FIRST SIZE BULBS</b> 1½" to 2"	
PINK		Doz.	\$ 1.50
RED		100	10.00
SALMON	}	1000	90.00
WHITE		<b>TOP SIZE BULBS</b> 2" to 2½"	
YELLOW		Doz.	\$ 2.00
		100	13.50
		1000	125.00

### Single

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 1.50
RED		100	10.00
SALMON	}	1000	90.00
WHITE			
YELLOW			

Also Two Beautiful Ruffled Types

### Crispa

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 2.00
RED		100	12.00
SALMON	}	1000	115.00
WHITE			
YELLOW			

### Fimbriata

ORANGE	}	<b>FIRST SIZE BULBS</b>	
PINK		Doz.	\$ 2.00
RED		100	12.00
SALMON	}	1000	115.00
WHITE			
YELLOW			

See Page 19 for Our Attractive Begonia Package

## GLOXINIAS

Flower lovers have long known the beauty of these Gloxinias as a house plant but only a few know that they can also be so successfully grown outdoors. Planted in a semi-shaded location and treated the same as Begonias they will bloom over a long period and provide something unusual and very beautiful.

**BLANCHE DE MERU.** White with pink border.

**EMPEROR FREDERICK.** Scarlet bordered white.

**EMPEROR WILLIAM.** Violet bordered white.

**ETOILE de FEU.** Scarlet

**KING OF THE REDS.** Dark red.

**MONT BLANC.** Pure white.

**PRINCESS ELIZABETH.** Blue with white throat.

**QUEEN WILHELMINA.** Pink and violet.

**VIOLACEA.** Blue and Violet.

ALL ABOVE VARIETIES AT THE SAME PRICE

1st size bulbs 1½"-2" per doz. \$2.50; per 100 \$15.00; per 1000 \$140.00.

Top size bulbs 2"-2½" per doz. \$3.00; per 100 \$20.00; per 1000 \$190.00.

## ALSO THREE SENSATIONAL NEW VARIETIES

**ANJA EGELS.** We are the first to offer this outstanding novelty. Very large and free flowering deep red. Much superior to the older kinds. Top size bulbs of this variety measure only 1 to 1½".

**BUELL HYBRIDS.** These new spotted hybrids have been prominently featured in all the garden magazines and represent a fine accomplishment in the development of a beautiful new strain.

**HOLLYWOOD.** Fine new violet blue variety that is widely acclaimed. Extra large frilled flowers.

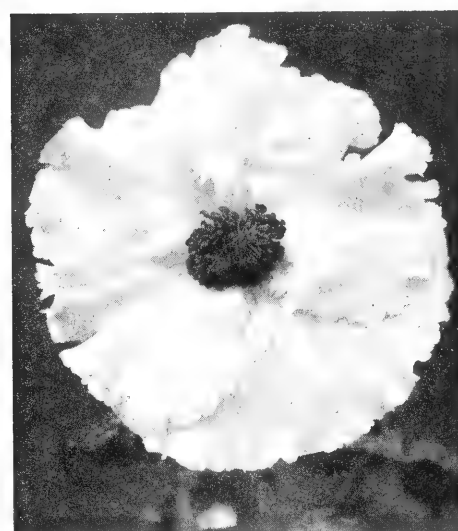
THESE 3 NOVELTY KINDS AT THE SAME PRICE.

Per doz. \$3.50; Per 100 \$25.00.

You Can Deduct 5% When Cash Accompanies Order



BEGONIA—Tuberous Rooted Double



BEGONIA—Tuberous Rooted Crispa



GLOXINIA





ACIDANTHERA



AMARYLLIS, GIANT HYBRID



ANEMONE ST. BRIGID

## ACIDANTHERA

**MURIELAE.** The foliage and growth are similar to Gladiolus but the individual florets develop over a long period. They are white with a chocolate blotch and are sweet-scented. Plant and treat the same as Gladiolus.

Per 100 \$6.00; Per 1000 \$50.00

## AMARYLLIS – Giant American Hybrids

A selected strain with large flowers in a very wide color assortment. These bulbs normally flower the middle of March, so be sure to order before this date. Mixed colors.

	Doz.	100		Doz.	100
2" to 2¼"	\$1.25	\$9.00	2¾" to 3"	\$3.25	\$22.50
2¼" to 2½"	1.80	12.50	3" to 3¼"	3.75	27.50
2½" to 2¾"	2.25	16.50			

## AMARYLLIS – Royal Dutch Strain

These Royal Dutch Amaryllis are the largest and finest in the world. The trumpet shaped flowers of the older types has been changed to a much flatter surface which adds to the size and appearance. The colors are brighter and more solid. They are easily grown in greenhouse or home and with no other subject is so much beauty produced in such a short time. The usual flowering period is late February or early March. The bulbs are ready for immediate shipment and are available in the following colors:

WHITE  
DEEP SCARLET  
CLEAR ORANGE

CARMINE PINK  
SALMON ORANGE  
RED WITH WHITE EDGE

PRICES FOR LARGE BULBS: White, each \$3.00; 3 for \$7.50  
All other colors, each \$2.00; 3 for \$5.00

## AMARYLLIS FORMOSISSIMA (SPREKLIA SUPERBA)

This is the improved form. Flowers are larger and a much more brilliant red.

Per Doz. \$3.50; Per 100 \$25.00

## HARDY AMARYLLIS – Lycoris

We have a limited supply of these bulbs on hand for immediate delivery.

**LYCORIS SQUAMIGERA** — Pink.  
Per Doz. \$2.50; Per 100 \$16.00 Per 1000 \$150.00

**LYCORIS AUREA** — Yellow.  
Per Doz. \$3.00 Per 100 \$20.00 Per 1000 \$175.00



## AFRICAN LILY (Amorphophallus Rivieri)

This rare bulb produces an attractive palm-like growth that is very ornamental through the whole summer season. The flower, which is an enormous Calla-shaped blossom, appears while the bulbs are dormant in the spring.

**Mammoth Bulbs** — Each \$ .50; Doz. \$5.00  
**Smaller Bulbs** — Each .35; Doz. 3.50

## ANEMONES

Anemones in Packages Offered on Page 19

These bulbs may be planted in early spring with marked success, and they do remarkably well outdoors in many sections of the country.

### SAINT BRIGID

Large, semi-double flowers on long, strong stem. Mixed colors.

	100	1000
One year bulbs	\$1.50	\$12.00
Two year bulbs	3.00	25.00

### DE CAEN

Finè single form available in a wide range of mixed colors.

	100	1000
One year bulbs	\$1.25	\$10.00
Two year bulbs	2.50	20.00

## CALADIUM — Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the summer garden. As a pot plant for florists' use, there is no better summer subject. Bulbs have been in short supply for several seasons, so please order early to insure delivery.

### WE OFFER FIVE OF THE MOST POPULAR VARIETIES:

**CANDIDUM.** Leaf snow white with green veins and network, narrow green border. Fine Easter variety.

**D. M. COOK.** Dark moss green with plum red center and red ribs. Leaf crumpled and red spotted.

**LORD DERBY.** Transparent rose with green ribs. Narrow green edge.

**MRS. F. SANDERS.** Round dark green leaf heavily blotched transparent deep rose.

**MRS. W. B. HALDEMAN.** Medium leaf of bright pink. Narrow green edge. Very popular.

Any of the Above .....per doz. \$2.25; per 100 \$15.00; per 1000 \$140.00



YELLOW CALLAS IN THE GARDEN

## CALLAS

All of the Callas offered below are suitable for garden planting and combine the rare combination of decorative foliage with flowers of unusual keeping qualities. Those who are seeking unusual items of rare and odd beauty should plant them.

	Doz.	100
<b>ALBA MACULATA.</b> A fine summer garden variety. Creamish white flowers with beautiful spotted foliage. ....	\$2.50	\$17.50
<b>ELLIOTTIANA.</b> The well known yellow Calla. Does exceptionably well in the garden where it makes a striking display. ....	3.00	20.00
<b>REHMANI.</b> A beautiful and dainty dark pink variety. A gem in any garden. First time at these low prices. ....	2.25	15.00



CALLA REHMANI

## CANNAS

Cannas are the showiest of all summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers.

APRICOT. Pale salmon pink.  
CITY OF PORTLAND. Glowing pink.  
KING HUMBERT RED. Orange scarlet.  
KING HUMBERT YELLOW. Golden yellow.  
KING MIDAS. Yellow.  
THE PRESIDENT. Red.

### ALL AT THE SAME PRICE

Per 100	\$ 7.00
Per 1000	60.00

## DICENTRA (Bleeding Heart)

We have a fair supply of this very fine perennial. The roots make a quick growth very early in the spring so we cannot fill orders later than April 1st.

	Doz.	100
Large Clumps, 5 to 8 eyes .....	\$7.00	\$50.00
Medium Sized Clumps, 3 to 5 eyes .....	6.00	40.00

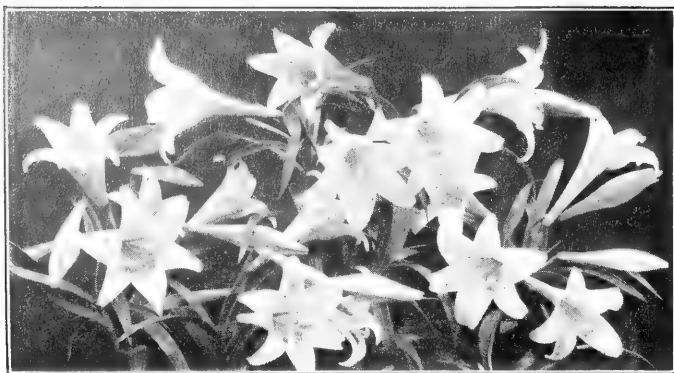
## HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.....Per Doz. \$1.00; Per 100 \$6.50; Per 1000 \$60.00

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate



DICENTRA (Bleeding Heart)



CROFT LILIES

## CROFT EASTER LILIES

These Croft Easter Lilies are a favorite with florists for pot culture, but they are also well suited for field or garden planting and can thus provide a succession of flowers over a very long period. We maintain the bulbs in cold storage and can ship at customers convenience.

7/8" per Doz., \$4.00;	per 100, \$30.00;	per case of 250, \$70.00
8/9" per Doz., 5.00;	per 100, 37.50;	per case of 200, 70.00
9/10" per Doz., 7.00;	per 100, 50.00;	per case of 150, 70.00

## GLORIOSA

Beautiful climbing Lily. Can be forced during winter months or grown outdoors in spring. Very colorful with wavy, reflexed petals and long spreading stamens.

**ROTHCHILDIANA.** Crimson with yellow base and margins. ....Each \$1.00; Doz. \$10.00

## ISMENE

We are probably the largest growers of these bulbs and have selected the strains and varieties with great care and all are guaranteed genuine. They are decorative and useful summer flowers for garden or for cutting. Supply is limited.

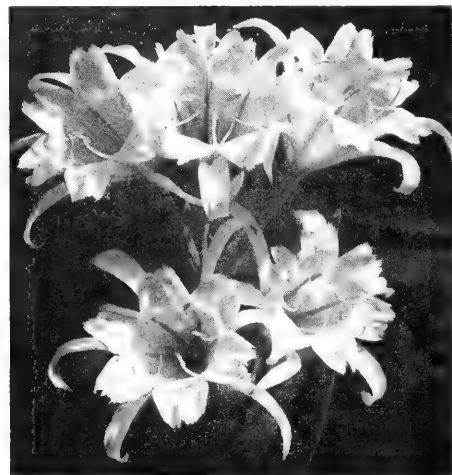
**ADVANCE.** Improved Calathina. Flowers are taller and larger. ....Each, \$.60; Per Doz., \$5.00

**CALATHINA.** Large, Amaryllis-like foliage with white, sweet-scented flowers resembling a giant Daffodil. There are many worthless varieties masquerading under this name. Ours is the true stock.

	Doz.	100		Doz.	100
1¾" .....	\$1.75	\$12.50	2½" .....	\$3.00	\$20.00
2" .....	2.15	15.00	2¾" .....	3.60	25.00
2¼" .....	2.50	17.50	3" .....	4.25	30.00

**FESTALIS.** A free-flowering variety with elegant pure white flowers. Petals nicely curved.  
Each, \$.75; Per Doz., \$8.00

**HARRISIANA.** Small, star-shaped flowers of pure white. Pretty and unusual.  
Each, \$.75; Per Doz., \$8.00



ISMENE CALATHINA

## JAPANESE IRIS

We are making a direct importation from Japan of these beautiful Iris. It is a fine assortment of the best hybrids in a very wide color range. Spring is the best time to plant them. These Iris have been in very short supply for many years and we welcome the chance to offer this fine stock.

Per doz., \$1.00; Per 100, \$7.50; Per 1000 \$70.00

See Page 19 for Our New Attractive Package of Japanese Iris



JAPANESE IRIS

## TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted f.o.b. Syosset and include packing. Terms are less 5% for cash with order or net 30 days, less 2% in ten days, on approved credit. Less than 25 bulbs sold at dozen rate, from 25 to 249 at 100 rate, 250 and more at 1000 rate.

### NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

## MONTBRETIAS

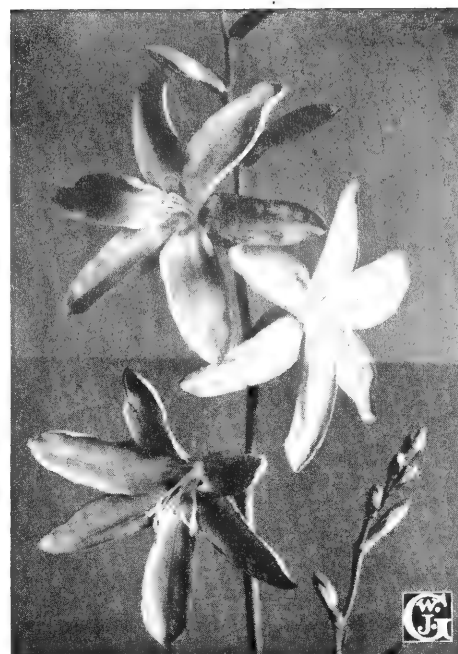
While Montbretias do not have the keeping qualities of Gladiolus, they still are quite valuable as cut flowers and their colors, especially in the orange shades, give them a decorative usefulness not available in any other seasonal flowers. Bulbs should be planted and handled the same as Gladiolus. Each bulb produces several flower spikes. Our list of varieties comprises the whole color range.

**AURANTIACA** — Pale yellow.  
**CARMINE BRILLIANT** — Carmine red.  
**GOLDEN WEST** — Golden yellow.  
**FANTASY** — Brick red.  
**METEOR** — Red and yellow.  
**POTSI GRANDIFLORA** — Pale red.

### ALL AT THE SAME PRICE

Per Doz.	\$ .40
Per 100	3.00
Per 1000	25.00

Fine Mixture of All Colors — Doz. \$.35 100, \$2.50 1000, \$20.00



MONTBRETIA

## OXALIS

These bulbs make delightful border plants. They have clover-like foliage and are a mass of blooms all Summer.

**LASIANDRA** — Rosy pink.  
**SHAMROCK** — Deep pink.

Per Doz.	\$ .25
Per 100	1.75
Per 1000	15.00

## RANUNCULUS CLAREMONT GIANTS

Those who have seen these fine new strains of double Ranunculus with their massive flowers that measure up to 6" across are enthusiastic in their praise.

We offer a fine mixture of assorted colors in this large Claremont strain.

	100	1000
Top Size .....	\$4.00	\$36.00
1st Size .....	3.60	30.00
2nd Size .....	2.50	18.00

Ranunculus package offered on Page 19.



RANUNCULUS

## TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

They are available with us in the five leading named varieties as under:

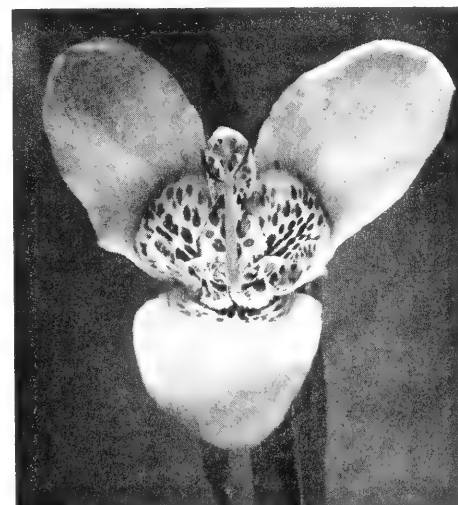
**ALBA GRANDIFLORA** — Pure white.  
**CANARIENSIS** — Bright yellow.  
**LILACINA** — Crimson with spotted center.  
**SPECIOSA** — Scarlet with golden center.

### ALL AT THE SAME NEW LOW PRICE

Per Doz.	\$ .90
Per 100	6.00
Per 1000	50.00

MIXTURE OF ALL COLORS ..... Per Doz. \$.75; Per 100, \$5.00; Per 1000, \$40.00

Tigridia package offered on Page 19.



TIGRIDIA PAVONIA

## TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the summer garden and produces a continuous profusion of flowers.

**PFITZERI.** Flame red color. Flowers late August and September.

Per Doz.	\$ 1.50
Per 100	10.00
Per 1000	90.00

## TUBEROSES

**DWARF PEARL.** The true double variety. .... Per 100 \$7.00; Per 1000 \$65.00

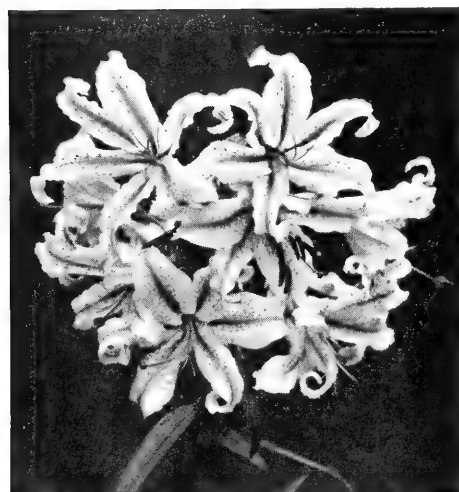
**MEXICAN SINGLE.** The popular ever blooming variety.

Top size bulbs .....	Per 100 \$6.00;	Per 1000 \$50.00
1st size bulbs .....	Per 100 3.50;	Per 1000 32.50

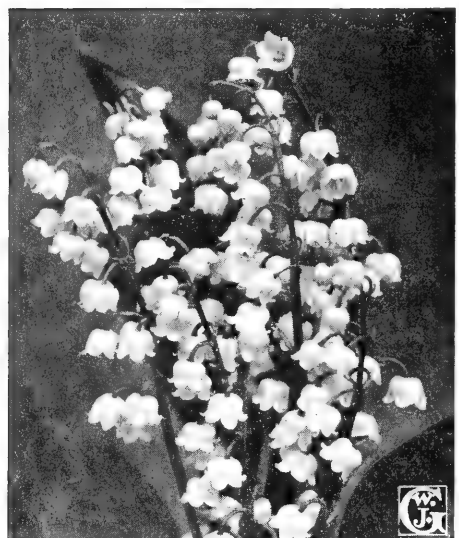
Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.



LILIUM REGALE



LILIUM AURATUM



LILY OF THE VALLEY

## HARDY LILIES

Now that prices are back to prewar levels, we are experiencing a very big demand for all types of Hardy Lilies.

Florists always can find use for their cut flowers and they are indispensable subjects for any fine garden. In addition to our own stocks, we are direct importers from reliable European and Asiatic sources.

**LILIUM AURATUM.** Tall, noble lily growing 4 to 6 ft. high. Huge, fragrant flowers are white with red spots and a golden rib down the center of each petal. Large 8" bulbs.

Per Doz. \$2.25; Per 100 \$16.00; Per case of 200 \$31.00

**LILIUM AURATUM PLATYPHYLLUM.** This fine variety is considered to be the very best of the Auratum types. Magnificent flowers of white and light yellow.

Per Doz. \$3.00; Per 100 \$20.00; Per case of 200 \$38.00

**LILIUM FIRE KING.** Fine new flame red variety. In our fields this summer, we had many stalks with more than 25 flowers. An unusual color and a fine collection to the Lily group.

Each \$0.60; Per Doz. \$6.50; Per 100 \$50.00

**LILIUM FORMOSUM WHITE EXCELSIOR.** A pure white trumpet lily for the garden that also makes a useful cut flower.

Per Doz. \$1.75; Per 100 \$12.00

**LILIUM HENRYI.** Very tall variety. Reflexed petals of clear yellow.

Per Doz. \$3.00; Per 100 \$20.00

**LILIUM ORANGE TRIUMPH.** Beautiful light orange with darker spots. Very free flowering.

Per Doz. \$1.75 Per 100 \$12.00

**LILIUM REGALE.** Large white trumpet with markings of pink, yellow and brown. Will increase rapidly under good garden conditions and make a beautiful yearly display.

7/8" .....	Per Doz.	\$2.50;	Per 100	\$15.00
8/9" .....	Per Doz.	2.75;	Per 100	18.50
9/10" .....	Per Doz.	3.00;	Per 100	22.50

**LILIUM RUBRUM.** Three to four feet high with large, open reflexed flowers of carmine pink with crimson spots. Long a favorite among hardy lilies. Large 8" bulbs.

Per Doz. \$2.25; Per 100 \$16.00; Per case of 200 \$31.00

**LILIUM TRIGRINUM.** Well known tiger lily. Orange with black spots. Very good grower. Large bulbs.

Per Doz. \$1.75; Per 100 \$12.00

## LILY - OF - THE - VALLEY

These pips are neatly tied in convenient bundles for store handling. We maintain them in cold storage and can ship dormant stock in any units as desired.

**FLOWERING PIPS.** Imported stock.

Per 100 \$6.00; Per 1000 \$50.00

**SMALLER PIPS FOR GARDEN PLANTING**

Per 100 \$3.00; Per 1000 \$25.00

**Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate**



## Customers Want A Brand Name

They want to know who is back of the merchandise they buy. And that is why our packages—unconditionally guaranteed—are being used by most of the leading garden outlets. They build a continuing year by year demand by customers who recognize them and want them again.

### GLADIOLUS PACKAGES

These packages are uniform in size, 12x6x2", and have attractive four color wrappers showing the flowers in natural colors. Planting and growing instructions are printed on the side panels.

The bulbs are the same high quality, in both size and varieties as we sell to our florist customers and each bulb is treated to rid it of thrips and other insect pests.

These Gladiolus, together with our Dahlias and other packages shown on the next two pages, have for many years been sold by many of the country's most prominent garden outlets and their customers know them as a branded and dependable quality product.

**MIXED VARIETIES.** Package containing 25 top size bulbs in a fine assortment of leading popular kinds.

**Per package \$.75**

**ELITE MIXTURE.** We are putting up this collection in response to many requests from our customers who wanted something more outstanding than the usual standard varieties we include in our regular mixture. This new Elite Collection contains 25 bulbs and each one is different—actually 25 varieties which take in the complete color assortment.

**Per package \$1.00**

**PINK VARIETIES.** This contains the most popular pink kinds such as Picardy, etc.

**Per package \$.75**

**RED VARIETIES.** All red varieties in this package and red is always popular.

**Per package \$.75**

**YELLOW VARIETIES.** Yellow kinds have been in short supply for many years but we now have a good stock.

**Per package \$.75**

**PURPLE & LAVENDER VARIETIES.** Most garden planters like these colors and this package is among our best sellers.

**Per package \$.75**

**WHITE VARIETIES.** We have a large supply of white Gladiolus in the very finest varieties which we put in these packages.

**Per package \$.75**

All of our packages are intended for re-sale and to protect our legitimate dealers we will not fill any original order for packaged items that does not total \$25.00. Refill orders for any quantities will gladly be taken care of.



# ATTRACTIVELY BOXED DAHLIA COLLECTIONS

Dahlias are one of the most difficult horticultural items to merchandise in a retail way. The tubers themselves are unattractive and their keeping quality on retail display is the despair of the seed store manager.

We have proved over the past twenty-five years that our collections are the answer to the retailing of Dahlias. Their wrapping and packing insures against dehydration and their attractive wrapper, displaying Dahlias in actual color, promotes sales by several hundred percent. So sure are we of our product that we guarantee the performance of each root to the ultimate buyer—something never before possible in the horticultural trade.

If you want to take the headaches out of your Dahlia sales, order a trial shipment of these collections and join our long list of satisfied customers.

## GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



## "Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jersey's Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Each \$.75



## "Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Each \$.90



## "Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Each \$.75



## "Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Each \$.75



## "Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Each \$1.25

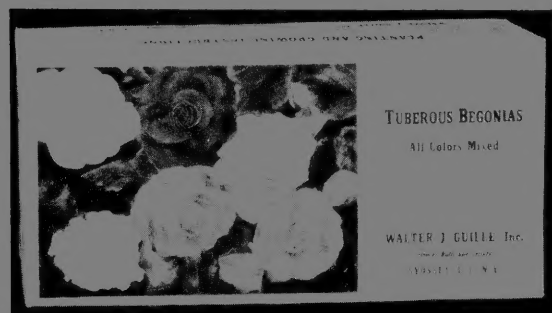
# DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flower, and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

They are available in the following colors: Lavender, Orange, Pink, Red, White, Yellow.

All at the same price, \$15.00 per 100



## Begonia Package

This is a new and popular addition to our collection. Each package contains one tuberous begonia root wrapped in moisture proof paper. The package is attractively printed in the natural color of the flower. Planting and growing instructions make the package a real seller.

Price each \$1.25



## Tigridia Package

A new and welcome addition to our collection. Each package contains 25 assorted Tigridias in the full range of colors. These colors are clearly shown on the attractive package.

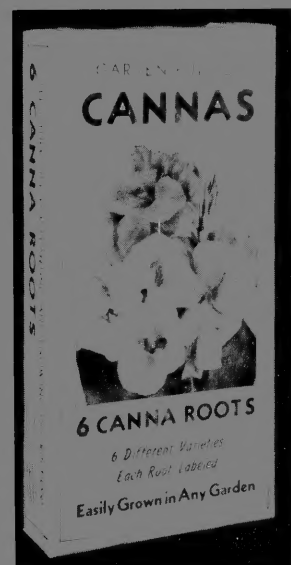
Price each \$1.25



## Japanese Iris Package

A new and welcome addition to our collection. Each package contains 6 roots of the very popular Japanese Iris in a wide range of colors.

Price each \$.85



## Canna Package

There is a good demand for Canna roots and this package makes our dealers' job easier without any great expense. Each root is wrapped in moisture proof paper to preserve it. The package contains six roots in six different colors. It is very attractive to view.

Price each \$.65

## Anemone and Ranunculus

There is a large demand for these two popular flowers. Planting instructions are given on each package. Each package contains 10 roots.

Anemone Packages, per 100

\$15.00

Ranunculus Packages, per 100

15.00



RANUNCULUS PACKAGE

# WHOLESALE CATALOG-Spring, 1953



## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK